



239050
ND-2012-10-17-C

September 6, 2012

BY CERTIFIED MAIL
RETURN RECEIPT REQUESTED

Public Service Commission of South Carolina
101 Executive Center Dr., Suite 100
Columbia, SC 29210

RECEIVED
2012 SEP 10 10:11:41
PUBLIC SERVICE
COMMISSION

Re: Notice of Intent to Purchase a Significantly Viewed Survey

Dear Sir/Madam:

Pursuant to § 76.54(c) of the rules of the Federal Communications Commission ("FCC"), 47 C.F.R. § 76.54(c), notice is hereby given that Barrington Myrtle Beach LLC, owner of the licensee of WPDE, Florence, South Carolina, intends to purchase independent professional audience surveys of over-the-air television homes in the communities of Georgetown, Pawley's Island, Murrells Inlet, Hemingway, Kingstree, and Andrews, South Carolina (the "Communities"). The purpose of the surveys is to determine whether WPDE is "significantly viewed" (as defined by § 76.5(i) of the FCC's rules) in the Communities.

The audience survey analyses will be conducted by Marshall Marketing ("Marshall") in accordance with § 76.54(b) of the FCC's rules, 47 C.F.R. § 76.54(b), and the FCC's related precedents. The surveys will measure audience net weekly circulation and share information for WPDE in over-the-air television homes (*i.e.*, non-cable, non-ADS households) during the weeks of October 14-20, 2012, and November 25-December 1, 2012. The surveys will be based on the zip codes for the Communities.

The sample source for the surveys will consist of randomly selected households located in the Communities. Marshall will conduct a telephone survey of households in the Communities that are over-the-air only households. WPDE's share of total viewing for each community will be computed by dividing the total time that over-the-air television households reported viewing WPDE in the prior seven days by the total time these households reported viewing all television stations in the prior seven days. WPDE's net weekly circulation in each community will be computed by dividing the number of over-the-air television households that reported viewing the station for 5 minutes or more during the prior seven days by the total over-the-air television households in the community.

Sincerely,

Warren Spector
Chief Financial Officer

**Instructions for Providing Notice of
WWMB's and WPDE's Intent to Purchase a Significantly Viewed
Survey**

The notice must be sent to the following (certified mail, return receipt requested):

Television Stations

WCBD-TV
Media General Communications Holdings, LLC
333 East Franklin Street
Richmond, VA 23219

WCIV
Charleston Television, LLC
888 Allbritton Boulevard
Charleston, SC 29464

WCSC-TV
WCSC License Subsidiary LLC
201 Monroe Street
RSA Tower, 20th Floor
Montgomery, AL 36104

WMMP
WMMP Licensee L.P.
c/o Pillsbury Winthrop Shaw Pittman LLP
2300 N Street, NW
Washington, DC 20037

WTAT-TV
WTAT Licensee, LLC
2000 W. 41st Street
Baltimore, MD 21211

WBTW
Media General Communications Holdings, LLC
333 East Franklin Street
Richmond, VA 23219

WFXB
Springfield Broadcasting Partners
c/o Russell J. Schwartz, Esq.
One Television Place
Charlotte, NC 28205

WMBF
WMBF License Subsidiary LLC
201 Monroe Street
RSA Tower, 20th Floor
Montgomery, AL 36104

WECT
WECT License Subsidiary LLC
201 Monroe Street
RSA Tower, 20th Floor
Montgomery, AL 36104

WIS
WIS License Subsidiary LLC
201 Monroe Street
RSA Tower, 20th Floor
Montgomery, AL 36104

WOLO-TV
South Carolina Broadcasting Partners
c/o Russell J. Schwartz, Esq.
One Television Place
Charlotte, NC 28205

Cable and Satellite Systems

You should have the addresses for these systems from your most recent retransmission consent election letters, but please let us know if you need assistance on finding addresses for:

Time Warner Cable
Horry Telephone Coop.
DISH Network
DirecTV

Franchising Authorities

South Carolina Secretary of State's Office
1205 Pendleton Street, Suite 525
Columbia, SC 29201

The Department of Consumer Affairs
2221 Devine Street, Suite 200
Post Office Box 5757
Columbia, SC 29250

Public Service Commission of South Carolina
101 Executive Center Dr., Suite 100
Columbia, SC 29210

Keep copies of the notices sent to each recipient, as well as the return receipts.